



SMART RETAIL 2.0

INSTORE
SCREEN™

Lenovo™

INSTORE SCREEN

We understand that you have worked hard and invested both time and money in your retail brand and marketing profile. This is why we manufacture our products specifically for your company, fully adopting your store or company profile, in your color and even company logo if ordered.

Smart Retail is our line of uniquely shaped screens, with sensors and triggers, that seamlessly blend into and fit existing retail gondolas. Designed and approved for retail, in partnership with fixture manufacturers and brands.

We specialize in producing commercial grade Digital Signage products for demanding 24/7 duties, something consumer devices were never built or certified for.

We develop and assemble your uniquely customized and branded commercial grade solutions in our own agile manufacturing plants. This allows us to cost effectively build-to-order your specific product, when you need it.

Sincerely,
Henrik Andersson
CEO

A photograph of a retail shelf stocked with yellow cold pressed juice bottles. A digital sign is integrated into the shelf, displaying the text "COLD PRESSED JUICE" in large, white, sans-serif capital letters. The sign is illuminated from below, creating a soft glow. The bottles are arranged in a row, and their labels are partially visible, showing "1/2 Gal. (64 Fl. oz.)" and "ORANGE JUICE". The background is slightly blurred, focusing attention on the sign and the bottles in the foreground.

COLD PRESSED JUICE

NATURAL INTEGRATION

HOLISTIC APPROACH

We consider all aspects of the retail environment when designing application specific solutions for the future of Smart Retail needs:

Different form factors to fit into existing 2-, 3- and 4-foot gondola end caps and shelf edges.

Retail hardened to survive shopping carts and harsh alcohol-based solvents.

Naturally blending into the retail environment and reinforce store branding.

Eco friendly design which is easy to install, maintain and integrate with full functionality and performance.

Safe and certified design with UL, CE and ROHS certifications.

High definition and vibrant color displays with scannable content to support new functionality now and in the future.

Full integration of sensors, beacons and cameras to support intelligent shopper AI and store managements functionality.



WHAT WE OFFER

Large *HEADER DISPLAYS* for gondolas, wall- or pole-mount installations

Slim *SHELF EDGE DISPLAYS* for shelf edge installations, without being in the way of product flow

Attraction grabbing *ISLE VIOLATOR DISPLAYS* for shelf installations with double sided promotional displays

Stable *A-FRAME DISPLAYS* for mobile or temporary applications for promotional products

Thin *POSTER DISPLAYS* for flush wall installations

Slick *COUNTER TOP DISPLAYS* for flexible placement for promotions or customer interactivity

Safe and effective *CABLE MANAGEMENT AND POWER DISTRIBUTION* systems

We also design and build elaborate and stunning *CUSTOM APPLICATION DISPLAYS* for all your other needs



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COMPLETE SOLUTIONS

Attract shoppers with high-definition screens that integrate as headers or shelf edges, leverage *high definition LCD screens* and provide *highly engaging content* to build your brand in-store.

Play *vivid color high resolution* videos or images with the ability to incorporate *dynamic pricing* and *scannable barcodes or QR codes* right in the screen.

Play customer specific content based on gender, age or mood by leveraging cameras and sensors with shopper analytics software.

Measure the success of a specific campaign by analyzing shopper behavior based on traffic, dwell time and demographics.

Assist shopper by guiding them around the store based on their shopping needs, call for assistance when they become frustrated.

Stop and attract shoppers from a distance then immerse them with a personalized concierge experience with the combined power of our Digital Solutions.

Allow brands to stand out from the crowd by implementing a unique shopping experience, create a customized and eye-popping wow factor in your stores.

ATTRACT, ENGAGE, SELL

70% of shoppers have seen digital signage in the last 3 months

55% of shoppers can recall specific messages

19% of shoppers made impulse purchases they have seen advertised digitally

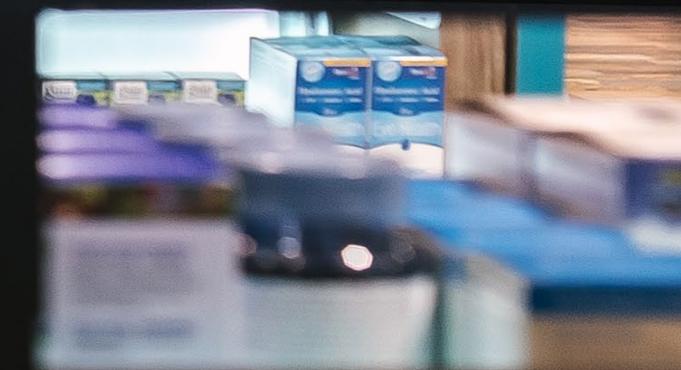
25% proven sales lift with proactive display for \$100+ items





PROTEIN

PROTEIN



LENOVO NANO

Our partnership with **Lenovo** brings you the utterly powerful and extremely small ThinkCentre M90n Nano & Nano IoT which can drive up to 24 screens through our innovative inDaisy technology.

The M90n Nano is ideal for the demanding retail environment with military specification design for reliability and durability. Our screens are designed to house Lenovo Nano for a ultra-clean installation.

TPM 2.0 hardware cryptoprocessor chip with RSA encryption keeps your data and infrastructure safe.

Certification for Windows 10 IoT Enterprise, Microsoft® Azure IoT Edge, RedHat® and Ubuntu®, makes analyzing and reporting of devices in the network effortless and integration a breeze.

Powered by the latest-generation Intel® mobile processors, high-speed DDR4 memory and features such as WiFi, Bluetooth, LPWAN, and 4G/LTE WWAN ensures that your investment is future proof.





SMART RETAIL

The Smart Retail inShelf consists of 3 types of ultra-wide displays perfect for 2 foot (600 mm) 3 foot (900 mm) or 4 foot (1200 mm) gondolas.

The inCap series consist of 3 headers in 3 widths; 2 foot (600 mm) 3 foot (900 mm) and 4 foot (1200 mm). These mounts easily on the top of the gondola, a few mounting brackets are available for different mounting positions.

A small form factor computer (Lenovo Nano) can even be installed securely inside the frame.

All of those screens have inDaisy system for driving up to 100 screens from one computer, depending on screen size and computer configuration.

All displays are energy efficient high definition displays and can be ordered in any RAL color to match your specific store branding. They are easy to install, durable, long lasting, and easy to maintain. inAisle



inAilse 190 - 505 x 119 - 1920 x 360



inAilse 240 - 605 x 130 - 1920 x 360



inAilse 290 - 738 x 169 - 1920 x 360



inSquare 240 - 618 x 618 - 1920 x 1920



inAilse 370 - 967 x 182 - 1920 x 360



inShelf 480 - 1214 x 69 - 3840 x 160



inShelf 360 - 898 x 69 - 158 x 2880



inShelf 240 - 598 x 70 - 1920 x 165



inCap 480 - 1218 x 276

3840 x 720



InMon 480 - 1218 x 255

3840 x 720



inCap 360 - 930 x 313

1920 x 540



inMon 360 - 930 x 313

1920 x 540

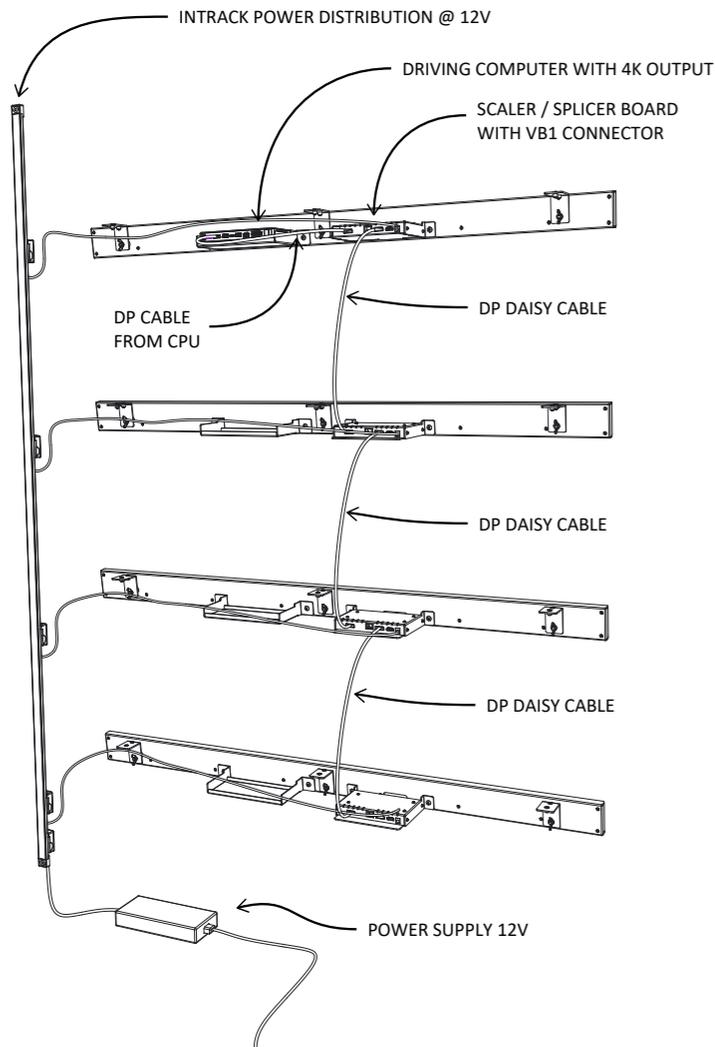
PANEL SIZES

Instore Screen specializes purpose built and application specific designs, this often requires unique format screens.

We never compromise on quality and use only native panels for outstanding performance and long durability.

You may find other sizes on the market but they are often cut down from a larger panel size. This process is expensive, leads to a lower resolution and inconsistent batch qualities.

You will find that our products are consistent high-quality products with stable metal chassis and mounts. We use hardened protective glass on the entire face of our displays making them resistant to demanding retail environment and harsh alcohol-based cleaning solvents.



INTRACK

INTRACK power distribution and cable management system is developed specifically to solve the most common challenges that our customers are faced with.

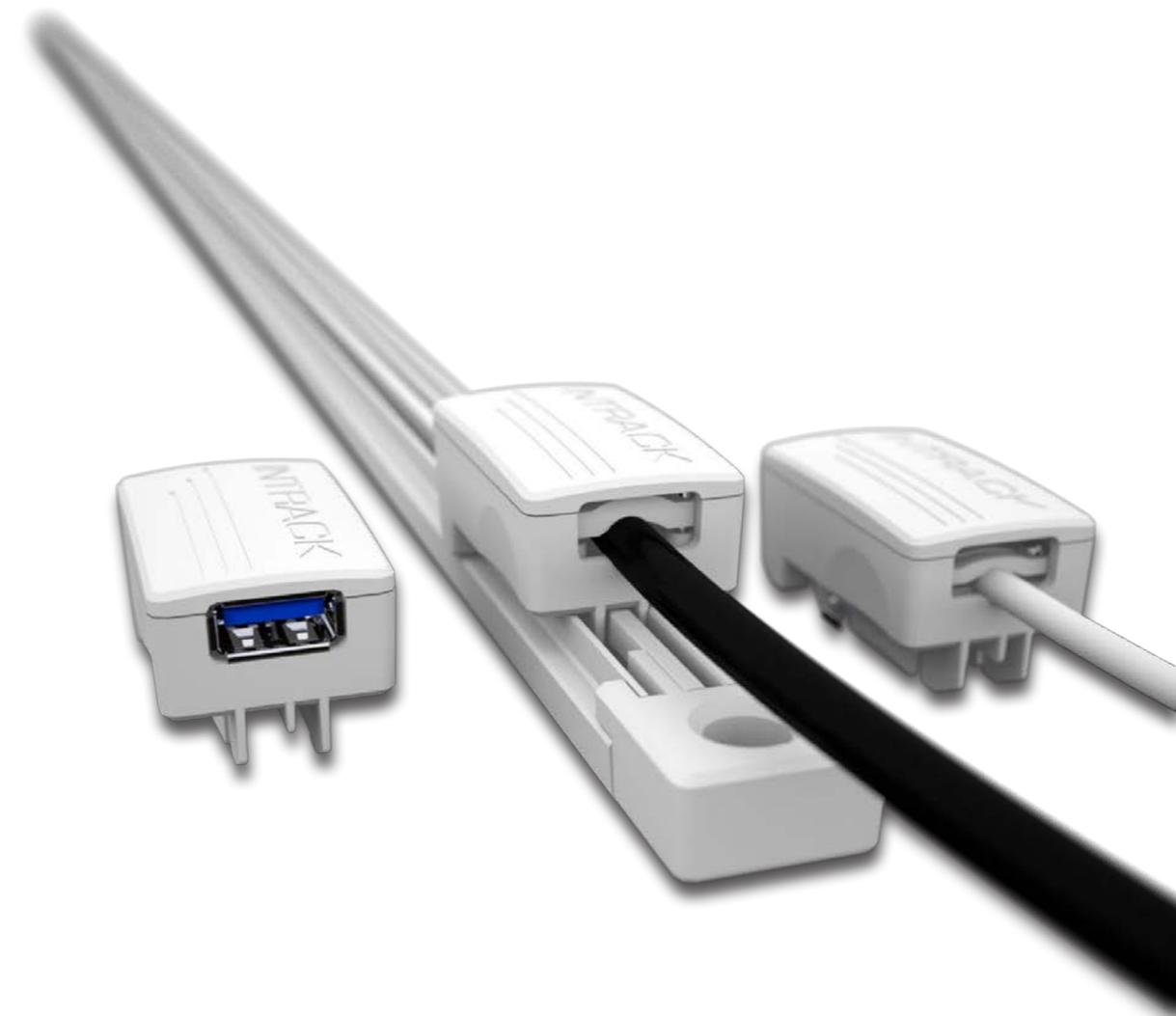
Years of know-how and real-life experience of using screens in retail and hospitality applications are rolled into the design of these patented products.

INTRACK is designed to be flexible, reliable and safe to use in all retail environments. All connectors and parts of this system has high quality and minimal current transfer losses.

It is extendible and we will continue to add additional components to the INTRACK system.

FEATURES:
 One source power supply with necessary certifications: Safety standard UL, CE, CCC and comply with FCC part 15, energy efficiency level VI
 A durable high quality patented main power rail assembly. High quality 12V and 5V output connectors.

Fully compatible with all of our 12V screens and monitors.





CUSTOM DESIGNS

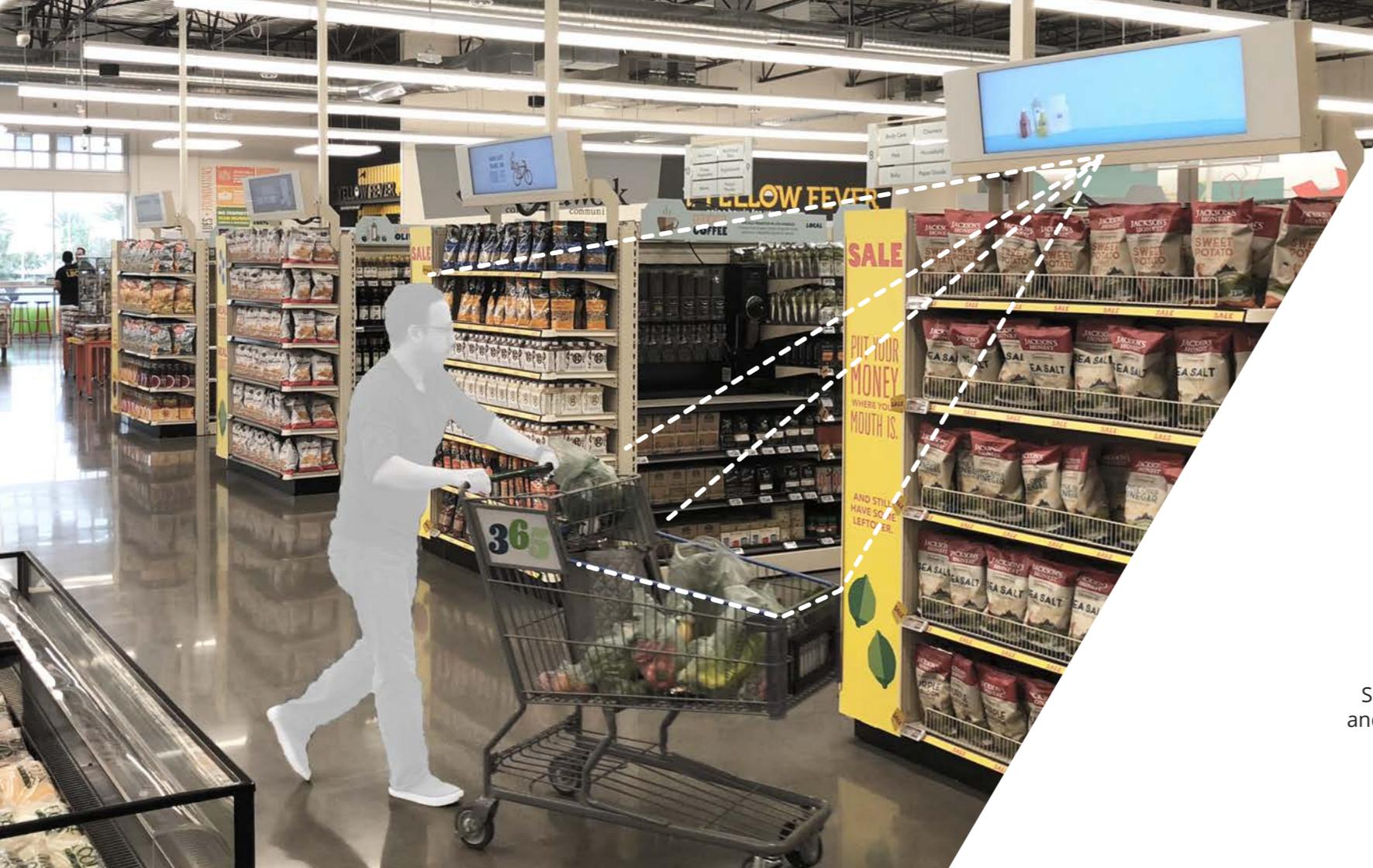
Custom designs is another part of the Instore Screen heritage and DNA.

Regardless of if you need a custom counter top napkin holder with a retail display or if you need a completely custom gondola we will have your back.

We also integrate cameras, sensors and beacons to assist both retailers and shoppers. All of our products are optimized to be cost effective, easy to install and simple to use.

Everything we build is energy efficient and can scale up to several hundred units in a retail store and contribute to overall energy savings.

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SMART RETAIL AI

All of our products are ready for retail analytics and A.I. integrations, enabling store owners to get information about their customers.

With anonymous data collection a smarter retail environment is within grasp. Real-time shopping patterns, concierge shopper assistance, store planning, inventory control and proactive management are some examples of what is now possible.

What customers buy which products, what campaigns attract attention, impressions and approaches?

Smart Retail innovates the retail environments with striking, high resolution smart displays in various sizes. They are designed to easily attach to standard retail shelves out of the box, in minutes.

Brands and retailers benefit not only with sales uplift, but with A.I. features as well. Some of which include: Shopper demographics and behavioral patterns, UPC level mapping, and on-shelf inventory.

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